

## KINGSTON LIBRARIES WEBSITE BRIEF – CON-20/017

### Profile

The City of Kingston is located approximately 20km south of the Melbourne CBD, with a diverse population currently estimated at 163,431. Our community is constantly growing; by 2036 Kingston's population is expected to reach 186,967 making up an anticipated 77,300 dwellings.

Kingston Libraries assists Council to provide equitable access to a diverse range of social, educational, cultural and recreational opportunities, as well as providing for partnerships with the community. These library services are offered either online or via our nine physical library branches in Chelsea, Cheltenham, Parkdale, Westall, Clarinda, Dingley Village, Highett, Moorabbin, and Patterson Lakes.

Collectively, the libraries offer a full range of services:

- a physical collection of 228,000 books, magazines, CDs/DVDs and console games (including children's, young adult and general collections; collections in languages other than English; large print and audiobooks)
- access to nearly 30,000 digital items (via BorrowBox, cloudLibrary, Tumble Book Library, Story Box Library, RBdigital, Kanopy, etc.)
- information and reference services (e.g. "What books are appropriate for a seven-year-old", "I'm looking for information on China", "How do I write an email", etc.)
- early years literacy programs for babies and pre-schoolers, primary school-aged programs
- writing and poetry competitions for young adults
- author talks
- technology classes for adults and seniors
- a Home Library Service for the homebound and people in aged care facilities
- public access computers, printers (including 3D), copiers, scanners and wi-fi
- places to read, study, work and meet

Annual snapshot:

- 29,600 active borrowing members (approx. 18% of the local population)
- 650,000 in-centre visitors
- 114,000 website visits
- 850,000 physical and 76,000 digital items borrowed
- 65,000 reference and technical inquiries
- 49,000 program attendees (96% in early years literacy and primary school programs)
- 56,000 wi-fi sessions
- 59,000 library computer sessions

### The future of Kingston Libraries

In three years' time, we want the library website to be the first-place community members think of when they're looking for resources to fulfil recreational and informational needs. Our library website will provide visitors with a holistic experience as natural as that of visiting a physical library branch.

In five years', the library website will have continued to evolve to keep up with the changing needs and expectations of our community.

### Competitors

While we offer a service to the community, we don't compete, so to speak. We work together with other library services to serve the broader community – our immediate focus is the residents of the City of Kingston, but anyone who lives in Victoria can obtain a full membership. We also welcome

anyone visiting interstate or internationally. Non-Victorian residents can sign up for an Internet membership.

If competition is to be considered, it might be done in the context of Google, Amazon, Book Depository, etc. We need to make ourselves more visible and easy to use so our customers can feel confident in our applications of digital technology, ensuring they needn't miss out on benefitting from the various services and resources we have to offer for free. We need to demonstrate our relevance in a fast-paced society.

## Target audience

Our customer base is broad. We are here to serve all who live, work, or play in the City of Kingston. In addition, Kingston Libraries memberships are free to anyone who is a resident of Victoria, with other membership options available to interstate and international visitors.

The City of Kingston is located in the middle and outer southern suburbs of Melbourne, approximately 20km south of the Melbourne CBD, and is surrounded by Bayside, Monash, Glen Eira, Greater Dandenong and Frankston.

In addition to significant residential areas, Kingston is a major employment centre, having one of the largest and most concentrated industrial sectors in Victoria. There are approximately 15,500 businesses with over 70,000 people employed throughout the City.

Population growth in Kingston from 2011 to 2016 (7.2%) was double the population growth experienced across the Melbourne metropolitan area (3.6%). Kingston's residential population of around 163,431 is expected to grow to 186,967 by 2036.

Kingston is a culturally diverse city with residents from over 150 countries who speak more than 120 languages. About 30% of Kingston's population was born overseas, with 22% from non-English speaking backgrounds including Chinese, Greek, Italian and Indian. The proportion of residents who speak languages other than English is increasing (notably Mandarin, Hindi).

Compared with the metropolitan average, Kingston has a relatively older population. The proportion of residents aged under 34 years is 42% (48% metropolitan average) and the population aged 60 years and over is 23% (19% metropolitan average).

Average education levels in Kingston are increasing as more people complete post-school qualifications, including vocational certificates, diplomas and university degrees. Despite this, unemployment levels have trended upward, as has the proportion of people in part-time work and the proportion of people looking for full- and part-time work.

It is also noted that the Kingston population has:

- a median age of 40 years, compared with 36 in Greater Melbourne
- 0.4% of Aboriginal and Torres Strait Islander origin
- lower than average levels of social and economic disadvantage (SEIFA Index)
- above average incomes
- 13% of households with no home internet connection
- 25% single person households
- an increasing number of people needing disability assistance (5%)

According to the latest data from the 2018 Australian Early Development Census, one in nine children in the City of Kingston commences school 'at risk' or 'vulnerable' in reading, language and literacy skills (11%, vs the Victorian and national averages of 15%). Reading readiness at primary school has been shown to be a major determinant in a child's success at school and into post-school education and employment. It is also an area where public libraries can have a significant impact through early years' literacy programs such as Storytime and Tiny Tots.

Kingston Libraries is committed to responding to the social needs of our diverse community across all life-stages, backgrounds, abilities and interests. Providing equitable access to resources and

services, we promote social inclusion, life-long learning, and support our community to be meaningfully engaged, achieve personal life-satisfaction and a healthy wellbeing.

## Current Website

[www.kingston.vic.gov.au/library](http://www.kingston.vic.gov.au/library)

Our existing website is static, inflexible, and non-responsive. It was originally built as a small part of a broader Council website development project and there was little understanding of the complexity of the library services. Furthermore, as the website is currently built on a proprietary CMS, template changes are costly to implement. This has resulted in a website that has been unable to evolve to meet the needs of our community.

Additionally, the existing site does not integrate with our library management system (LMS)- [https://libcat.kingston.vic.gov.au/client/en\\_AU/default](https://libcat.kingston.vic.gov.au/client/en_AU/default). For example, customers are often looking to search our collections, but the existing search bar does not search our catalogue, only the website itself.

Key stats (6-month period) excluding LMS activities

- 62,175 users
- 128,216 sessions
- 243,635 pageviews
- 2:15 average session duration
- 61% desktop, 30% mobile, 9% tablet (we would expect mobile usage to increase with a new responsive site)

## Key tasks

Our customers visit our website for:

- Informational e.g. Library locations and opening hours
- Organisational e.g. Manage and renew loans
- Download content e.g. eBooks and eAudiobooks
- Research e.g. Family history
- Entertainment e.g. Events and activities
- News e.g. Literary award winners
- Get in contact with us e.g. Suggest and item for purchase
- Educational e.g. How do I write a resume?

## Project Objective

To develop a website that empowers our community to engage meaningfully, to connect with the resources they need, whenever and wherever they need them, no matter who they are.

## Guiding principles

- Using an inclusive approach, we connect our community with information, knowledge, resources, creativity, and each other.
- Professionally and efficiently deliver library services the Kingston community wants and needs.
- Empower users to choose how and when they access library services, and a library experience that works for them.
- Put the community and the customer first in every decision and every interaction.
- Encourage a thriving and connected community with equal opportunities for people to engage in life-long learning and achieve personal success.

## What success looks like

- A site that can keep up with evolving technologies to better meet the changing information needs and service expectations of our various customers.
- A welcoming platform to all current and potential customers of Kingston Libraries.
- A positive user experience that ties our systems together in a fluid and intuitive manner. Our customers can find what they're looking for with ease without feeling the jarring sensations of passing through multiple, disparate systems. To them, it is one.
- A site that encourages exploration of interests and enables organic discovery of material. It fosters a sensation of customer delight.
- New members are enticed to sign up and will experience a positive onboarding process that provides them with future direction. Borrowing conditions will be clear and easy to access and, following sign up, new members will be introduced to our services and resources in a manner that is clear and encourages exploration in areas that interest them.
- Existing members gain ongoing value from visiting the library website. Much like visiting one of our physical branches, our website will offer fresh new content, reading recommendations, the chance to engage with others through book reviews and forums, as well as opportunities to explore and discover new material or ideas, encouraging repeat visits.
- Those who are not overly confident with technology or comfortable with the Internet will find Kingston Libraries to be a welcoming, user friendly starting place where they can not only access library collections but learn more about digital technologies in a safe environment. Our website can help them build confidence in navigating the Internet and develop digital literacy.
- No matter how someone accesses the Kingston Libraries website, the site will be able to anticipate and accommodate their needs, whether they're browsing on a desktop, tablet, or phone. In addition, customer needs of accessibility are anticipated and facilitated such as if they're colour blind or use a screen reader. Our site will meet to WCAG 2.1 AA standards and seek AAA standards where feasible.

## Updates

Our website is maintained on library premises by a dedicated webmaster.

Ideally, any library staff member wanting to contribute content will be able to. Designated staff members will be able to assist in prepping content for publication.

Easy to use and flexible templates are required that enable staff with minimal experience to generate well-structured content that follows Kingston Libraries' branding and meets accessibility standards.

## Functional requirements

The following features and functionality are required:

- Responsive design
  - Design fluidly adjusts to fit various screen sizes
  - Priority of content
- Search bar
  - Library catalogue (default)
  - Library website (option)
- Sliders
  - Feature content and events
  - Ability to choose order of banners (without having to republish all slides)
  - Automate publish/unpublish times of banners
- Blog
  - In addition to a general feed that includes everything, need to be able to split feeds on different pages based on interest categories, e.g. Book lovers, music lovers, local history etc.
- Forms (e.g. contact us, suggest items, surveys etc.)

- Create new forms and form elements
  - Edit success messages
  - Confirmation emails to customer & library staff. Ability to edit from, subject, message, embed the data the customer provided etc.
- Google maps
  - Ability to embed Google Maps into pages such as library branches, events
  - Ability to embed Google 360 virtual walkthroughs (library branches)
- Custom notifications
  - Display branch closure notices, change in hours, etc.  
For example, set up a notification 'All library branches will be closed on Cup Day – 5 November' and display on all pages and set a date in which the notification is automatically removed.
- Page templates
  - Standard templates that ensure consistent styling and initial layout
  - The ability to create new templates if required, or potentially have modular templates in which elements can be added/removed re-ordered as required.
  - Enable content creators to create custom lists pulling in items from our LMS (e.g. recommended reading lists, shortlisted titles for literary awards, lists of items to support different campaign initiatives, etc.)
- Dynamic content
  - Entity relationship model draws relevant content onto dynamic landing pages, e.g.
    - Appropriate resource and service entities dynamically filter onto relevant pages (e.g. the Lynda.com resource appears on the eLibrary and Computer Help landing pages; the 3D printing service appears on Parkdale, Westall, and Chelsea branch pages)
    - Family history posts from the blog filter onto a Family History interest landing page
    - Events based at Parkdale filter onto Parkdale branch page
  - Resolve key pages in appropriate language
    - Manually translated community languages
      - Arabic
      - Chinese
      - Greek
      - Italian
      - Vietnamese
  - Ability to search and filter collection, service, and events pages, e.g. filter events page by category and date ([see example](#)) or filter online resources via category ([see example](#))
- User permission controls
  - Admin (all controls, including using creation and deactivation)
  - Enhanced content editor (can publish)
  - Content editor
  - Viewer (ability to view unpublished content so can review before going live)
- User activity tracking
  - Date created/made inactive
  - Last login date
  - Content contributions
- Content publication controls
  - Draft
  - Preview
  - Submit for approval
  - Versioning controls / rollback
- URL mappings
  - Ability to set up redirects including vanity URLs
- Accessibility

- WCAG 2.1 AA compliant
  - Includes text resizing, text reader, slider pause/play
  - Seek AAA standards where feasible
- Analytics
  - Kingston uses Google Analytics. Currently the library website and LMS are under 2 separate accounts. We would require advice around the best structure and set up, in regards whether to integrate the two, if so, how to best go about it. In addition, setting up initial tracking such as events for external link clicks, downloads etc. We would potentially even set up Google Tag Manager to give us flexibility in the future.
- A priority on SEO and best practice
  - Ability to determine meta title and description (rather than just pulling in the first copy on the page)
  - Ability to determine page URLs
  - Breadcrumbs
  - Ability to determine the structure image/file folders and replace files without creating new URLs
  - Sitemap
  - Ability to block certain pages from search engines
- Social cards
  - The ability to determine image, title and description that will pull through on social channels such as Facebook.
- Flexibility for custom plugins
  - E.g. so our site can adapt for future needs, if we wish to bring in live chat, chat bots, forums, newsletters etc.
- Social media integration
  - Goodreads (desirable – would need to investigate this further)  
Enable library customers to connect to their Goodreads account (via Goodreads Connect) to pull in their 'to read' list. The website will then query our catalogues to show if items on their lists are available (complex option) or generates a search query button (simple option).
- Integration with the LMS
  - SirsiDynix Symphony
    - The core system upon which Kingston Libraries services operate. In particular, library memberships, our physical collections, and the loaning of library resources are managed using this system
    - Library customers are able to search our collections and manage their memberships via a public facing interface known as Enterprise:  
[https://libcat.kingston.vic.gov.au/client/en\\_AU/default](https://libcat.kingston.vic.gov.au/client/en_AU/default)
    - Enterprise is limited in its capacity to serve as a complete website
  - Integration with the LMS is intended to streamline and simplify the experience of visitors to our website, reducing (if not completely eliminating) their need to travel back and forth between two websites, e.g.:
    - Website search bar searches the library catalogue as a default
    - New and recommended books can be pulled into a featured book slider
    - Custom lists can display item availabilities
    - Visitors can log into their membership to manage their loans
    - Single sign on (SSO) allows users to pass back and forth between the website and Enterprise (when necessary) to reduce the need to sign in on multiple platforms
- Events listing/booking calendar system
  - A new event bookings and calendar system is concurrently under investigation, taking into consideration we want the events dynamically embedded in various webpages (e.g. Parkdale events display on the Parkdale branch page, family history events display on the family history interest page etc.)

- Various options currently being considered include external third-party products and a built-in website plugin.
- Key features include queue management (automatic movement around waitlists), confirmation emails, scheduling repeating events and the ability to push events to Facebook events saving staff resourcing duplicating content on multiple platforms.
- Single Sign On with other library 3<sup>rd</sup> party resources e.g. BorrowBox, Lynda.com (desirable. Depends on cost with our LMS provider)

Note: Whilst a site map is still to be determined, an example of top level navigation might be:  
Membership | Collections | Services | Locations | Events | Interests | Languages

### Additional information

We would like an open source CMS. Whilst we are open to suggestions, we are leaning towards WordPress as we already know it's possible to integrate with our LMS (this has already been achieved by Eastern Regional Libraries - [yourlibrary.com.au](http://yourlibrary.com.au)). In addition, we believe it will be relatively simple to use for some of our less technical library staff.

There is also the potential to use a consultant to assist with the LMS integration if required, or obtain support from Eastern Regional Libraries who have already achieved this. In addition, there may be potential to negotiate access to their WordPress plugins.

[Kingston Libraries also has an app](#). This app enables library customers to log into their account, manage their loans, search the catalogue, place holds, and use their phone in place of a physical library card. It also provides access to key pages on our website, such as signing up to the library or suggesting an item for purchase, as well as other online resources found in our eLibrary.

### Design

Kingston Libraries will be launching a new brand, with a phased rollout beginning in March 2020.

Kingston's internal graphic designers will provide an initial homepage design to provide the rough look and feel of the site, which would then be refined by agency design and UX specialists, who would then also develop the design for the other page templates ensuring consistent styling.

### Local council library website examples

Eastern Regional Libraries  
[yourlibrary.com.au](http://yourlibrary.com.au)

- Clean, uncluttered design that still has an element of fun and creativity
- Integration with LMS that encourages interaction with library collections
- Integration of events on branch location pages

Glen Eira Libraries  
[library.gleneira.vic.gov.au](http://library.gleneira.vic.gov.au)

- Clean design
- Bright and playful, but potentially leaning too much towards one demographic

Yarra Plenty Regional Library  
[yprl.vic.gov.au](http://yprl.vic.gov.au)

- Nice, clear notification bar that stands out without being too obstructive
- Clean upper navigation

## Budget and timeline

The budget range for the initial build of the website is \$50-80k.

### Timing

We would like the site to go live prior to the end of July 2020. However there may be some flexibility with this deadline based on agency feedback.